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PEOPLE'S GARAGE

Hilo, Hawaii P. O. Box 434

MOTORIST WANTS COMFORT AS WELL AS DRIVE POWER

Both Leg Room and Luxurious Upholstery Are Important Features in Car

"Comfort in the motor car has been a thing of slow growth," says C. C. Clark of Ables-Hertsch Co., Studebaker distributors. "In the days when cars were machines instead of vehicles, bodily comfort was less than a secondary consideration—the mechanics of the conglomeration of steel and glass and wire were the first thought. Nowadays, with the motive units and running gear developed to a point where they no longer are a source of worry, car owners have become more appreciative of what car designers have tried to do for their bodily comfort and have demanded more along that line.

But just what is meant by comfort? I am afraid that the average motor car buyer looks upon comfort as being associated with the depth and luxuriousness of the cushions and upholstery only. Surely it is more than that.

Power Means Real Comfort. "Power, first of all, heads the list as the most important of all motor car essentials that make for comfort. Power to take you there and back, without continual shifting of gears and mechanical difficulties. Most any car will run well on good roads—but for complete relaxation the motorist wants an automobile with plenty of reserve power to meet all of the emergencies of touring. The driver who shifts from 'high' to 'low' or 'intermediate' for every little grade or stretch of rough going certainly cannot be very comfortable. What you want is a road car, one you can sit in, keep two fingers on the wheel and bowl along at 25 or 30 miles an hour and not keep fussing around with pedals and levers. That's why we talk so much about road-ability.

"Leg room is another mighty important feature of the comfortable car; room for persons of any size or height to stretch out in and feel as free and easy as in their favorite chair at home.

"Storm curtains which open with the doors are innovations which will be appreciated in inclement weather, and which mean more comfort for the passengers. Freedom from mechanical trouble, the silence of all moving parts, even beauty of lines and finish, are all conducive to maximum comfort—because they mean complete satisfaction.

"Of course, the cushions of a car are vitally necessary to the comfort of the passengers. But, upon careful reflection, it becomes obvious that the cushions of a motor car are far from being the principal features of a car's comfort-giving qualities."

CORK FACING FOR CLUTCH

There is a possibility of using complete clutch facing of cork for both disk and cone clutches, instead of employing the corks simply as inserts. Recent tests in the laboratory and in actual road work seem to show that special compositions of cork in the form of disks and sheets may be made to replace leather and fabricated clutch facings and offer improvement in operation of the clutch.

LIMIT TO SALES OF AUTOMOBILES IS VAGUE DREAM

Expert Predicts Trucks Will Take Place of Short Line Feeder Railroads

Alfred Reeves, general manager of the National Automobile Chamber of Commerce, said recently regarding automobile production:

"To those who study the situation there is nothing strange about the rapid increase in the sale of motor vehicles, although it is a source of amazement to many people who have figured motor car sales in comparison with the number of people who had incomes of \$1500 or more. They overlooked the tremendous disadvantage of the motor car to salesmen, contractors, and others in general business, and particularly to farmers, who have been the biggest buyers of motor cars during the last couple of years. Thus we find a real answer to this automobile trade prosperity in the magic word 'service.'

"Just as long as the motor car can transport the individual or transport freight more rapidly and at lower costs than any other type of vehicle, just so long will this country and the balance of the world continue to use motor cars in increasing numbers. The automobile is now a public utility to be classed with street cars, electric lighting, and the telephone and rendering a service on a par with these important requirements of civilization.

No Limit Seen. "Just how many motor cars can be used in this country, aside from the balance of the world has been a source of discussion in and out of the trade, with estimates so far out of line that even the closest students of the industry have given up the task. No one can really tell.

"At first we said a million cars. Then as cars got better and prices lower, we raised the estimate to two millions. Then came the wildest kind of estimates and the figures put at three millions; but this has been passed, and now there are about three and one-half million automobiles running and registered in the various states, with apparently no decrease in the demand.

Motor-Feeders to Railroads

"There are increasing uses for passenger, or so-called pleasure cars in every part of the country, while trucks are just beginning to come into their own, with the practical certainty that a few years from now great quantities of freight will be moved on the highways by motor trucks, which will also act as feeders to railroads, making unnecessary the construction of expensive so-called 'feeder lines.' Motor vehicles must supplant a big part of the 24,000,000 horses now in use in this country.

"It is most gratifying to leaders of the industry to know that their efforts to supply the best in motor cars at prices within the reach of millions has been appreciated by an increasing number of buyers, very few of whom have a thought of leaving the ranks of motor car owners, and with others more and more acknowledging the need they have for power-driven vehicles.

Production is certain to go on at a stronger rate, and while standardized to a marked degree in many parts, there will always be a great variety of designs in motor cassettes and bodies and a large number of companies supplying them. It is fair to assume, however, that with the keen competition only standard products of established and well managed companies can be expected to survive in this business, now so firmly established and so generally recognized as one of the giants of industrial America.

Competition Strong

"While the manufacturer has supported in royal fashion the new creed of cooperative competition in the matter of standardization, simplifying and perfecting motor cars to be offered at the lowest possible price so as to interest the greatest number of people," said Mr. Reeves, "the competition for trade has been of the fiercest kind, the path during the past five years being strewn with the financial wrecks of more than 400 companies, showing that only the strongest in men, methods, materials, money, and machinery have been able to survive.

Mr. Reeves said that the average price for passenger vehicles in 1916 was \$895 and for trucks \$1809. These vehicles were made by more than 400 companies and sold by 30,000 dealers throughout the United States and foreign countries, for motor car exports in 1916 will reach a value of more than \$96,000,000 at wholesale, exclusive of parts and accessories.

DETROIT AUTO PLANTS HAVE SLEUTHS AFTER FREIGHT CARS

If anyone is in doubt about the seriousness of the freight car situation, he should stop off in Detroit some day—Sundays included—and see the improvised "shipping" arrangements in effect at the big automobile factories. Scores of men are kept busy doing nothing at all but "chasing" freight cars and as many automobiles as possible are sent out over the railroads. This outlet, however, is far from being adequate to take care of the production and dealers from all parts of the country have found it necessary to go to the factories with crews of drivers and take their cars back on their own power—or do without. A crew of 26 men started for Pittsburgh from Dodge Brothers works one day last week.

CARBURETOR LEAKS

It sometimes happens that the plunger and needle of the carburetor in its operation forms a vacuum in the plunger guide as the valve is closing. This condition causes leaks, which are hard to locate, but which may easily be cured by drilling a tiny hole in the cap over the check valve.



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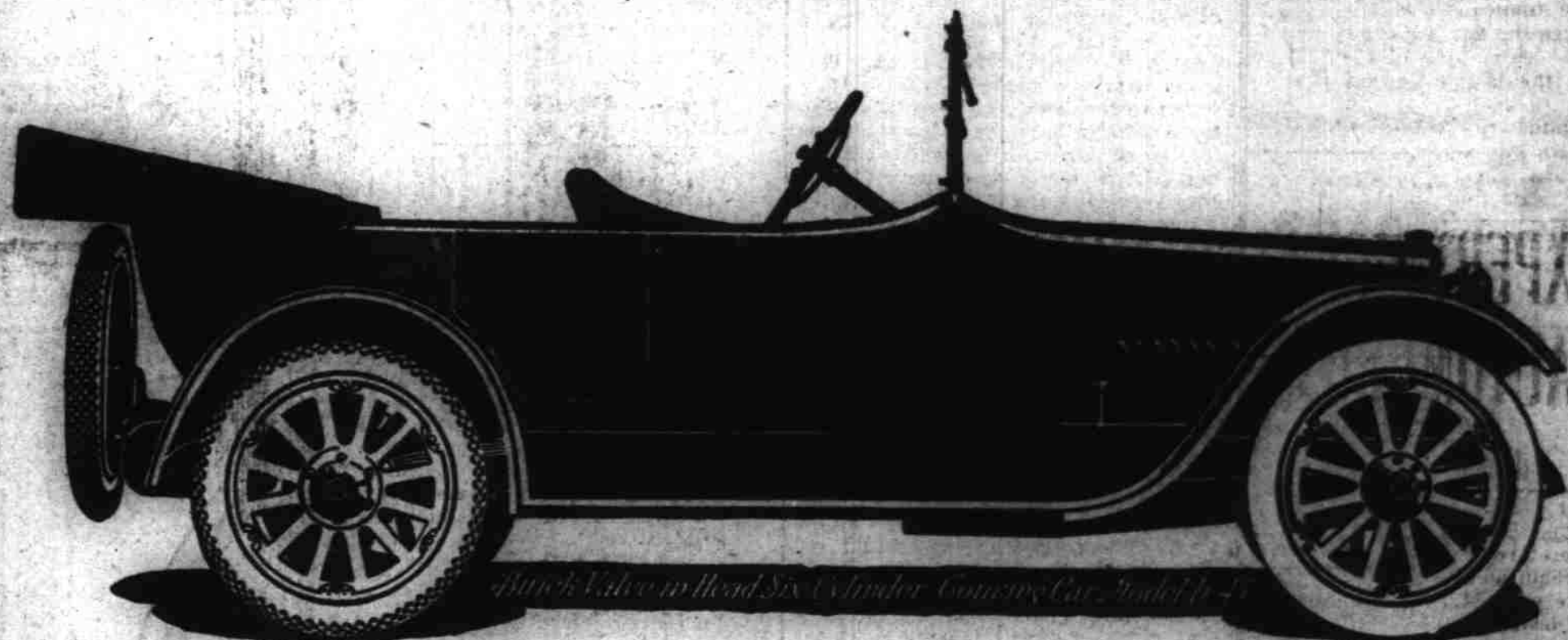
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DEALERS

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PACKARD SHOWS LARGE INCREASE IN AUTO SALES

A sidelight on the firm conditions of business generally in the United States is reflected in the report of the Packard Carriage Sales Board, at its March meeting, to the Packard Motor Car Company. The board is composed of the sales managers of Packard branches and dealers' establishments in nine of the principal cities of the country. It announced an increase in business from February 15 to March 15 of 78 percent over the same period in 1916.

As purchasers of Packard cars and trucks are conservative business men, this should be reassuring information. A salesman in Philadelphia who recently took the order of a prominent Philadelphia banker notified the factory that the banker had talked to him at considerable length about his own feeling in the matter of purchasing a new car.

"I had made up my mind to forego purchasing a new car this year," the banker said, "but I decided to study the conditions of affairs in America and I found things in such excellent shape that I became confident that there could be no serious depression for at least two years; no matter what happened—war, crop failures or whatever else might come short of downright disaster."

It is a somewhat curious coincidence that a large percentage of the increased business last week was in two points that were completely snowed in by the heavy storms that visited the northern section of the country from March 10 to March 17—Toronto and Rochester.

1916 AUTO EXPORTS OF U. S. REACHED \$138,289,514 TOTAL

NEW YORK, N. Y.—Automobile exports reached a total in 1916 of \$138,289,514, an increase of nearly \$13,000, over 1915, according to fig-

ures made public by the National Automobile Chamber of Commerce. There was a decrease in exports of trucks from 22,094, valued at \$59,839,303, in 1915, to 18,965, valued at \$52,870,774, in 1916. But the shipments of passenger cars to foreign countries increased from 41,864, worth \$35,045,000, in 1915, to 61,947, worth \$43,725,807 last year.

In addition there were exported in 1916 automobile parts to the value of \$24,001,060; tires worth \$15,211,943; and automobile engines to the value of \$2,480,650.

AUTOS IN ILLINOIS

The number of automobile licenses in Illinois has increased in the last five years from 68,012 to 248,429, a 307 last year.

In addition there were exported in 1916 automobile parts to the value of \$24,001,060; tires worth \$15,211,943; and automobile engines to the value of \$2,480,650.

annual receipts from licenses have risen from \$375,716 to \$1,136,560 an increase of nearly three-quarters of a million. This represents a very substantial contribution to the good roads funds.

Reginald C. Vanderbilt of New York offered his estate at Portsmouth near Newport, R. I., to the American Red Cross, for use for hospital purposes.

To the Motor Trade,

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Starting, Lighting and Ignition Systems



SERVICEDITORIAL

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